What is claimed as new and desired to be secured by Letters Patent is:

1. A system for management, transmission, and control of video data comprising:

at least one server device for storing video data as video segments and for asynchronously transmitting said stored video segments in response to user requests;

at least one client device for receiving video segments and storing said received video segments for processing and isochronously displaying said received video segments to a user on a display device; and

a communications network for transporting said video data, wherein said at least one server device and said at least one client device are coupled to said communications network,

wherein each of said video segments includes a set of assigned attributes and video content, said assigned attributes representing control codes and instructions enabling transport, processing, and display of a video segment based solely on said set of attributes without reference to any other video segment.

2. The video data management, transmission, and control system according to claim 1, wherein said video segments are variable length segments.

3. The video data management, transmission, and control system according to claim 1, wherein said control codes and instructions of said attributes includes one or more of the following codes or instructions: segment transmission instructions, authorized movie ratings instructions, coordination of viewing sequence, overwrite instructions, web linking instructions, transmission sequence instructions, ad selection and insertion instructions, branching instructions, formatting codes, transmission codes, communications codes, interactive element codes, web link codes, storage location codes, and viewing sequencing codes.

4. The video data management, transmission, and control system according to claim

1, wherein said control codes and instructions of said attributes identify specific designates including one or more of the following: users, locations, links, and server and client activities.

5. The video data management, transmission, and control system according to claim 1, wherein each of said video segments transported includes a user address and wherein said at least one server device dynamically assigns multiple user addresses to video segments to synchronize user requests with video segment transmissions.

6. The video data management, transmission, and control system according to claim 1, wherein said video data represents a video program and each of said video segments viewed in sequence represents the complete video program, wherein said at least one server device transmits said video segments in sequence.

7. The video data management, transmission, and control system according to claim 1, wherein said video data represents a video program and each of said video segments viewed in sequence represents the complete video program, wherein said at least one server device transmits said video segments out of sequence.

8. The video data management, transmission, and control system according to claim 1, wherein said video data represents a video program and each of said video segments viewed in sequence represents the complete video program, wherein said at least one client device receives said video segments in sequence.

9. The video data management, transmission, and control system according to claim 1, wherein said video data represents a video program and each of said video segments viewed in sequence represents the complete video program, wherein said at least one client device receives said video segments out of sequence.

10. A method for management, transmission, and control of video data in a system

including a plurality of server devices, a plurality of client devices, and a communications network for transporting video data, each of said server devices and each of said client devices being coupled to said communications network, said method comprising the steps of:

segmenting video program data into a plurality of video segments, each video segment being assigned a set of attributes representing control codes and instructions for enabling transport, processing, and display of said plurality of video segments to a plurality of users;

storing said plurality of video segments in said plurality of server devices;

asynchronously transmitting at least one stored video segment from one of the server devices through the communications network to one of the client devices in response to a request by a user of the one client device;

receiving said at least one video segment in the client device;

storing the received video segment in the client device; and

isochronously displaying the received video segment on a display device coupled to the client device,

wherein the transmission, processing, and display of the video segment is based solely on the set of attributes without reference to any other video segment.